**AMENDMENT / RESPONSE TRANSMITTAL**

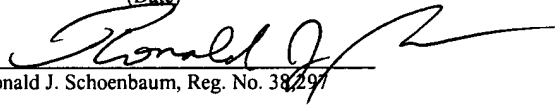
Applicants : Caplan, et al.  
 App. No. : 09/928,977  
 Filed : August 13, 2001  
 For : HOSTED SERVICES FOR  
 COLLECTING PAYMENTS  
 FROM AND PROVIDING  
 PERSONALIZED CONTENT  
 TO WEB SITE VISITORS  
 Examiner : Clement Graham  
 Art Unit : 3628

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

January 28, 2005

(Date)

  
 Ronald J. Schoenbaum, Reg. No. 38297
**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

- (X) Preliminary Amendment in 8 pages; and
- (X) A return prepaid postcard.

The fee has been calculated as shown below:

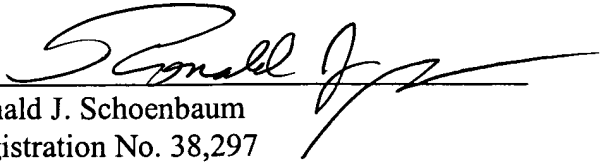
FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Total Claims	30 - 44 = 0	1202 (\$50)	0 x 50 =	\$ 0
Independent Claims	4 - 7 = 0	1201 (\$200)	0 x 200 =	\$ 0
			<b>TOTAL FEE DUE</b>	<b>\$ 0</b>

Docket No.: AMAZON.062A3

Customer No.: 20,995

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Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

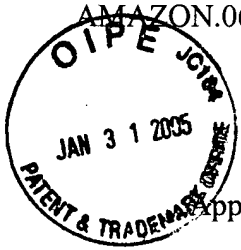
  
\_\_\_\_\_  
Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record  
Customer No. 20,995  
(949) 760-0404

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AMAZON.062A3

PATENT



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants	:	Caplan et al.	)	Group Art Unit 3628
			)	
Appl. No.	:	09/928,977	)	
			)	
Filed	:	August 13, 2001	)	
			)	
For	:	Hosted Services for Collecting	)	
		Payments from and Providing	)	
		Personalized Content to Web	)	
		Site Visitors	)	
			)	
Examiner	:	Clement Graham	)	

**PRELIMINARY AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Prior to examination on the merits, please amend the above-referenced application as indicated below.